

# A Study on Youth's Attitude Towards Entrepreneurship with Reference to Dakshina Kannada District

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**Abstract**—From the past many years, young people have found that they are being employed by others rather than being self-employed. It is now necessary for having young entrepreneurs in developing countries like India, as we have seen the job market level is going down after the post-pandemic situation, as there are mass layoffs going on in the companies and the young people also are losing their job and there is no job security. So, it is better to come up with fresh ideas of innovation which helps in being financially independent and having job security which also helps in the growth of economy in the developing countries like India. In this, research paper titled “Youth's attitude towards entrepreneurship”. We have made an attempt to study youth's attitude towards entrepreneurship among the youths aged between 18-30 years, which was restricted to Dakshina

Kannada District, in which, it covers the Urban, Semi-urban, and rural areas. In this study, we have seen that the majority of the respondents have opted for being an entrepreneur because they have the desire for financial independence and job market uncertainty, but they are lagging behind because of the financial support and resources, fear of failure and confidence and lack of knowledge about starting their own business. Data is analyzed with the statistical tool to reach the research objectives. In this study, we have used the chi-square test to compare the youth's attitude towards entrepreneurship among the different variables.

**Index Terms**—Entrepreneurship, youths, attitudes, schemes, perception.

## I. INTRODUCTION

Entrepreneurship has been recognized as an important element in modern economies. Small and medium

businesses have become the major source of new job creation. They have made great contributions in introducing valuable new products and keeping the economy competitive in the world markets. This helps in the rapid growth of entrepreneurship and is attributed to the power of education which helps in promoting the social, economic, political, and spiritual well-being of individual and social development. Education has been the instrument in the development of man which enable him to live an effective and meaningful life and to be able to contribute towards the development of society in which he can find himself.

The growth of entrepreneurship programs in educational institutions is remarkable for over two decades, which helps in changing the mindset of the youth. Colleges and universities provide entrepreneurial programs to undergraduate and graduate students, including practicing and potential entrepreneurs outside educational institutions. Today, entrepreneurship programs have extended to the secondary and primary levels of education and it has become the focus of discussion among many scholars. They believe that the introduction of entrepreneurship programs for children at the lower level of education will improve children's attitudes and further develop an awareness of entrepreneurial opportunities and skills to form entrepreneurial ventures in the future days. It was also argued and discussed that the introduction of entrepreneurship programs to preschool years is a critical stage of the children's personality development imperative to entrepreneurial development. Various government and non-

government agencies working for the development of entrepreneurship also provide training for dropouts and unschooled youths in this field.

Youths are recognized, believed and hoped to be future economic leaders. They are to build that dreamed entrepreneurial community. When entrepreneurship is the practice of many members of society, that society develops rapidly and will also have less unemployment. Entrepreneurship programs for the youths prepare them for early entrepreneurial involvement. Entrepreneurship programs for the youth have been bought up the successful entrepreneurs whose performances have been recognized and appreciated.

## II. LITERATURE REVIEW

Dr. Sridevi R (2021) took up a study on student attitudes towards entrepreneurship with regard to Coimbatore city. Their study states that the students were not only concerned about placement and high pay packages as the trend is changing and many of the students were opting for being an entrepreneur which helps in the rapid growth of the economy. It also states that developing countries like India also need entrepreneurs for economic growth. This study also states that the number of students seeking an entrepreneurial career will be increased if they have concerns about awareness, finance and technical skills, even by providing with them mentorship programs in the institutions and guiding them with the proper knowledge and skills that are required. R.K. Jena (2020) Entrepreneurship education offers students a different way of looking at the world, irrespective of whether they choose to develop their own business or not. The primary purpose of the study was to conduct a formal assessment of the student's attitude towards entrepreneurship education and its impact on entrepreneurial intention. Jehangir Bharucha (2019) this study indicated that entrepreneurship education powerfully motivates young people to start their own ventures. It is now difficult for young people to find traditional job-for-life careers. Enterprise education is looked upon as a vital prerequisite to prepare the youth for the dynamics of the job market. Priyanka D' Silva (2018) Based on their study on the student attitude toward entrepreneurship, states that many youths were finding that being an entrepreneur is better and her study also

states that youth thinks that India is the better country to start up with business, excess of bureaucracy and cumbersome application process the small business from accessing the incentives from the government.

## III. OBJECTIVES OF THE STUDY

- To examine the youths' opinion towards entrepreneurship
- To study the reasons for not opting the entrepreneurship
- To find out the challenges and opportunities for entrepreneurship in India

## IV. HYPOTHESES

- H<sub>1</sub>: There is no significant difference in the opinion of male and female respondents about entrepreneurship  
H<sub>2</sub>: Difference in the opinion of entrepreneurship not depending upon the age group that they belong to.  
H<sub>3</sub>: Respondents' opinions on entrepreneurship are independent of the domicile they belong to.

## V. SCOPE OF THE STUDY

The focus of the study is to find out the youths' attitudes and opinions on entrepreneurship. Hence the area of study is Dakshina Kannada district. The sample is collected from 116 people. The study has covered the attitudes of youths who have completed and pursuing graduation, post-graduation, diploma, and engineering

## VI. RESEARCH METHODOLOGY

It is an empirical study. The study is based on both primary and secondary data. Here, we mainly focused on primary data. The primary data was collected using a well-structured questionnaire. Google Forms was used to collect the data from respondents. The sample size of the study is 116 people from Dakshina Kannada district. We used descriptive statistics for analysis purposes. For statistical calculation, Excel and SPSS were used

VII. DATA ANALYSIS AND INTERPRETATION

In this part of the study, the data collected through primary sources is analyzed and interpreted.

Table 1: Personal profile of respondents

Variable	Options	Frequency	Percentage
Gender	Female	70	60.34
	Male	46	39.66
	Total	116	100
Age Group	18-25	104	89.66
	25-30	12	10.34
	Total	116	100
Educational Qualification	Graduate	43	37.07
	Post graduate	43	37.07
	Diploma / ITI	11	9.48
	Engineering	19	16.38
	Total	116	100
Domicile	Rural	56	48.28
	Semi-urban	16	13.79
	Urban	44	37.93
	Total	116	100

Source: Primary data

Table 1 shows that out of 116 respondents, 60.34% of respondents are female and 39.66% of respondents are male. The majority of respondents are belonging to the age group of 18-25 i.e., 89.66% of respondents and the remaining 10.34% of respondents belong to the age group of 25-30. The Educational qualification of respondents are graduation, post-graduation, diploma/ITI and engineering. 48.48% of respondents are from rural area, 13.79% are from semi-urban and the remaining 37.93% of respondents are from urban area.

Table 2: Youth’s awareness about the scheme which are been provided by the government

Options	Frequency	Percentage
Yes	81	69.83
No	35	30.17
Total	116	100

Source: Primary data

The above table shows that out of 116 respondents, 69.83% of respondents are aware of the schemes which are been provided by the government of India for boosting self-employment and the remaining 30.17% of respondents are not aware of the same

Table 3 Perception towards starting their own business

Options	Frequency	Percentage
Yes	58	50
No	58	50
Total	116	100

Source: Primary data

Table 3 clearly indicates that 50% of respondents thought of starting their own business and the remaining 50% out of 116 respondents didn’t consider starting their own business.

Table 4: Factors influencing to start their own business.

Options	Frequency	Percentage
Desire for independence	28	29.17
Influence from successful entrepreneurs	16	16.67
Job market uncertainty	8	8.33
Passion for a particular product or services	24	25.00
Others	20	20.83
Total	96	100

Source: primary data

Table 4 clearly indicates that the youth have considered starting their own business because where 29.17% of the youths have a desire for independence, 16.67% are influenced by successful entrepreneurs, 8.83% have chosen it because of job market uncertainty, 25% have a passion for a particular product or services and rest 20.83% have other reason for starting their own business.

Table 5 The reasons for them to lag behind own business.

Options	Frequency	Percentage
Fear of failure	10	10
Lack of confidence	23	23
Lack of financial report	18	18
Lack of knowledge about starting a business	29	29
Others	20	20
Total	100	100

Source: Primary data

Table 5 depicts that youths are not interested in starting their own business because 10% of respondents have a fear of failure, 23% of them don't have enough confidence to start a business, 18% of them are lagging behind because of the financial support, 29% of them have lack of knowledge about starting a business and remaining 20% of respondents have a different opinion about starting their own business.

Table 6: Have you ever attended any of the entrepreneurship awareness programs/initiatives?

Options	Frequency	Percentage
Yes	58	50
No	58	50
Total	116	100

Source: Primary data

Above table indicates that 50% of respondents have attended entrepreneurship awareness programs and the remaining 50% of respondents have not attended any entrepreneurship awareness program.

Table 7: Perception of respondents towards entrepreneurship.

Options	Frequency	Percentage
Desire for independent	41	35.34
Earn money	23	19.83
Improving quality of life	37	31.90
Personal satisfaction	15	12.93
Total	116	100

Source: Primary data

According to Table 7, out of 116 respondents, 35.34% of youths want to be an entrepreneur because of a desire for independence, 19.83% of respondents want to earn money from being an entrepreneur, 31.89% of respondents' perception it will improve the quality of life and remaining 12.93% of respondent's perception is being an entrepreneur will give personal satisfaction.

Table 8: Support or Resources that would be helpful for the young entrepreneurs.

Options	Frequency	Percentage
Access to funding or grants	18	15.52
Government support and policies for startups	25	21.55
Mentorship from experienced entrepreneurs	30	25.86
Training and Workshops related to entrepreneurship	10	8.62
Others	33	28.45
Total	116	100

Source: Primary data

Table 8 shows that out of 116 respondents, 15.51% need access to funding or grants, where 21.55% think about having government support and policies for startups, 25.86% wish for mentorship from experienced entrepreneurs, 8.62% of them wish for having training and workshop related to entrepreneurship and rest 28.44% wish for other needs.

Table 9: Challenges faced by the young entrepreneurs

Options	Frequency	Percentage
Competition from established business	17	14.66
Lack of experience and industry knowledge	40	34.48
Limited access to capital	22	18.97
Limited support and resources	27	23.28
Others	10	8.62
Total	116	100

Source: Primary data

Table 9 says the challenges faced by young entrepreneurs. Out of 116 respondents, 14.65% of them have a fear of competition from established businesses, 34.48% of them fear because of lack of experience and industry knowledge, 18.96% of them have limited access to capital, 23.27% of have limited support and resources, 10% of them have other fear.

Table 10: Descriptive statistics

Statement	Mode	Median	Standard Deviation	Standard Error
Getting into entrepreneurship is a risky business	4	4	0.79556	0.07387
To get into a business one must have strong technical knowledge related to the business	4	4	0.78684	0.07306
Lack of finance is one of the main reasons why youths don't start a firm	4	4	0.69626	0.06465
Entrepreneurship can be considered a career option in today's world economy	4	4	0.76799	0.07131
Does being entrepreneurs sound interesting	4	4	0.74334	0.06902
Entrepreneurship offers greater opportunities for personal and professional growth compared to traditional payment	4	4	0.72128	0.06697
Entrepreneurship is important for the economic development of the country	4	4	0.79220	0.07355
Entrepreneurship involves a high level of risk and uncertainty	4	4	0.85864	0.07972
Entrepreneurship allows individuals to pursue their passion and make a positive impact on society	5	4	0.77033	0.07152

Source – Authors Compilation

We have used Likert's Five Point scale was used to collect the data about the opinions of the respondents. Five indicate strongly agree to one indicates strongly disagree. Table 10 shows that the mode value is 4 for almost all the statements except statement 9. Hence, it could be concluded that the respondents have

favorable opinions towards entrepreneurship. Lack of finance is one of the obstacles faced by the youths

### VIII. TESTING OF HYPOTHESIS

Testing of the first hypothesis

H<sub>1</sub>: There is no significant difference in the opinion of male and female respondents about entrepreneur

Table 11: Chi-square test showing the difference in the opinion of male and female respondents about entrepreneurship

Gender	Response	Percentage distribution of responses per statement								
		1	2	3	4	5	6	7	8	9
Female	Strongly Agree (%)	25.7	35.7	41.4	32.9	30.0	28.6	40.0	32.9	41.4
	Agree (%)	55.7	47.1	45.7	51.4	47.1	55.7	50.0	44.3	48.6
	Neutral (%)	17.1	15.7	11.4	14.3	22.9	15.7	8.6	21.4	10.0

	Disagree (%)	1.4	1.4	1.4	1.4	0.0	0.0	0.0	1.4	0.0
	Strongly Disagree (%)	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
	Total No	70	70	70	70	70	70	70	70	70
	Mode	4	4	4	4	4	4	4	4	4
Male	Strongly Agree (%)	39.1	43.5	34.8	45.7	37.0	50.0	41.3	34.8	45.7
	Agree (%)	28.3	37.0	52.2	37.0	45.7	28.3	37.0	37.0	32.6
	Neutral (%)	28.3	15.2	13.0	13.0	15.2	21.7	17.4	21.7	15.2
	Disagree (%)	4.3	4.3	0.0	4.3	2.2	0.0	4.3	4.3	6.5
	Strongly Disagree (%)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
	Total No	46	46	46	46	46	46	46	46	46
	Mode	5	5	4	5	4	5	5	4	5
Chi-square Value		4.862	3.747	2.040	2.552	3.934	2.733	2.511	4.187	0.650
P value		0.182	0.290	0.564	0.466	0.269	0.255	0.643	0.381	0.885

Source: Authors compilation significance level at 5%

Table 11 represents the chi-square and p-values of data. It is clear from the above data that all the results of the above options have insignificant results. So, the null hypothesis is accepted in all options. So, there is no significant difference in the opinion of male and

female respondents about youth’s attitudes towards entrepreneurship.

Testing of the second hypothesis

H<sub>2</sub>: Difference in opinion of entrepreneurship not depending upon the age group that they belong to.

Table 12- Chi-square test showing the perception of respondents on youth’s attitude towards entrepreneurship is not depending upon the age group that they belong to.

Age Group	Response	Percentage distribution of responses per statement								
		1	2	3	4	5	6	7	8	9
18-25	Strongly Agree (%)	28.8	36.5	38.5	35.6	32.7	34.6	40.4	30.8	42.3
	Agree (%)	44.2	43.3	47.1	47.1	44.2	46.2	43.3	42.3	42.3
	Neutral (%)	24.0	17.3	13.5	14.4	22.1	19.2	13.5	23.1	12.5
	Disagree (%)	2.9	2.9	1.0	2.9	1.0	0.0	1.9	2.9	2.9
	Strongly Disagree (%)	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0	0.0
	Total No	104	104	104	104	104	104	104	104	104
	Mode	4	4	4	4	4	4	4	4	4
25-30	Strongly Agree (%)	50.0	58.3	41.7	58.3	33.3	58.3	41.7	58.3	50.0
	Agree (%)	50.0	41.7	58.3	33.3	66.7	33.3	58.3	33.3	41.7
	Neutral (%)	0.0	0.0	0.0	8.3	0.0	8.3	0.0	8.3	8.3
	Disagree (%)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Strongly Disagree (%)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Total No	12	12	12	12	12	12	12	12	12
	Mode	4	5	4	5	4	5	4	5	5
Chi-square Value		8.784*	2.019	1.273	3.416	2.762	8.662*	6.555	2.829	6.981
P value		0.032	0.569	0.736	0.332	0.430	0.013	0.161	0.587	0.073

Source: Authors compilation

level at 5%

It is clear from Table 12 that the hypothesis is tested by using the chi-square test. All statements except the 1<sup>st</sup> and 6<sup>th</sup> statements have P values which are higher than the significance level of 0.05. So, the null

hypothesis is accepted in all the statements except the 1<sup>st</sup> and 6<sup>th</sup> statement. Here, we concluded that perception of respondents on youth’s attitude towards

entrepreneurship is not depending upon their age group that they belong to  
Testing of the third hypothesis

H<sub>3</sub>: Respondents' opinions on entrepreneurship are independent of the domicile they belong to.

Table 13: Chi-square test showing the opinion about entrepreneurship is independent of the type of domicile that respondents belong to.

Domicile	Response	Percentage distribution of responses per statement								
		1	2	3	4	5	6	7	8	9
Rural	Strongly Agree (%)	23.2	32.1	33.9	41.1	23.2	33.9	37.5	28.6	37.5
	Agree (%)	48.2	53.6	51.8	48.2	57.1	53.6	53.6	46.4	51.8
	Neutral (%)	25.0	14.3	12.5	8.9	19.6	12.5	7.1	19.6	8.9
	Disagree (%)	3.6	0.0	1.8	1.8	0.0	0.0	1.8	3.6	1.8
	Strongly Disagree (%)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
	Total No	56	56	56	56	56	56	56	56	56
	Mode	4	4	4	4	4	4	4	4	4
Semi-urban	Strongly Agree (%)	37.5	37.5	56.3	43.8	25.0	25.0	37.5	50.0	43.8
	Agree (%)	37.5	37.5	37.5	43.8	50.0	50.0	43.8	37.5	50.0
	Neutral (%)	25.0	12.5	6.3	12.5	25.0	25.0	12.5	12.5	6.3
	Disagree (%)	0.0	12.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Strongly Disagree (%)	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0
	Total No	16	16	16	16	16	16	16	16	16
	Mode	5	5	5	4	4	4	4	5	4
Urban	Strongly Agree (%)	38.6	47.7	38.6	31.8	47.7	45.5	45.5	34.1	50.0
	Agree (%)	43.2	31.8	47.7	43.2	31.8	31.8	34.1	36.4	27.3
	Neutral (%)	15.9	18.2	13.6	20.5	18.2	22.7	18.2	27.3	18.2
	Disagree (%)	2.3	2.3	0.0	4.5	2.3	0.0	2.3	2.3	4.5
	Strongly Disagree (%)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Total No	44	44	44	44	44	44	44	44	44
	Mode	4	5	4	4	5	5	5	4	5
Chi-square Value	4.18	12.28	3.74	4.47	10.21	6.23	11.61	5.45	8.13	
P value	0.65	0.056	0.71	0.61	0.116	0.18	0.169	0.70	0.22	

Source: Authors compilation

significance level at 5%

Table 13 depicts the Chi-square values for 9 statements that we used to test the hypothesis that the opinion of youth's attitude towards entrepreneurship is independent of the domicile that respondents belong to. All P values are more than the significance level which is 0.05. Here we accepted that null hypothesis

so the opinion of youth's attitude towards entrepreneurship is not depending upon the type of domicile that they belong to

IX. FINDINGS

The following are the major findings of the study:

- It is found that in this study 60.34% of respondents are female and 39.66% of respondents are male.
- 48.28% of youth respondents are from rural areas, 13.79% from semi-urban areas and the remaining 37.93% from the urban area.
- Among 116 youths 43 respondents are pursuing Under Graduation and 43 respondents are pursuing the post-graduation, 11 diploma/ ITI and 19 are engineering.
- As per the study 69.83% of respondents are aware of the schemes which have been provided by the government. Whereas, 30.17% of them are not aware of it.
- It is clear from the study that 50% of the respondents are willing to start their own business whereas the other 50% of them are not interested
- As per the study, the interest in starting their own business among the youths says that 24.14% of them desire independence, 39.79% of them are influenced by entrepreneurs, 6.89% of them choose this because of the job market uncertainty, 20.69% of them have passion for the particular product or services and remaining 17.24% of them have other ideas.
- As per the study, the disinterested youths say that 10% of them have a fear of failure, 23% of them have a lack of confidence to start a new business, 18% of them have a lack of financial support, 29% of them have lack of knowledge regarding the new business ideas and the rest 20% have other fears.
- As per the study 50% of the respondents have attended the awareness program regarding entrepreneurship and 50% of them have not attended any of the initiatives.
- As per the study the majority of the youth respondents have a perception towards entrepreneurship as they desire independence which will improve the quality of their life.
- According to the study, the majority of the youth entrepreneurs are facing the problem of lack of experience and industry knowledge as they limited support and resources, and limited access to capital and competition from the established business.

#### X. CONCLUSION

The study on the attitude of youths attitude towards entrepreneurship states that the majority of the respondents choose to be entrepreneurs because of the job market uncertainty, after the post- pandemic the situation is getting worst in most of the MNCs, that is there is a large number of layoffs going on and there is job no security for the youths it's better to start their own business which will help them to lead their life peacefully and can be financially independent, many of them are lagging behind because of the lack of financial support and resources and also the lack of confidence and knowledge about the same. It's better to provide training programs related to entrepreneurship in the college which will help many of the youths to gain knowledge and start their own business, where they will also have knowledge about the schemes provided by the government such as Pradhan Mantri Mudra Yojana, The Standup India Scheme, and Startup leadership program and so on. By providing training programs and free mentorship sessions the youths will gain confidence in which they will have knowledge about the same.

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